

Rep Order# 6815510 Ver# 1 Status New  
EC'd No

Traffic Order# 769201

Printed: 05/15/2012 11:29 AM  
Last Received: 05/15/2012 11:17 AM  
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 549  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/549  
Flight Dates 05/17/2012 - 05/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 895  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	SU	9A-10A	FOX NWS SUNDAY	:30	\$50.00	05/20-05/20	1	1	1	\$50.00	
	2	F	10A-11A	MAURY POVICH	:30	\$50.00	05/18-05/18	1	1	1	\$50.00	
	3	TU	10A-11A	MAURY POVICH	:30	\$50.00	05/22-05/22	1	1	1	\$50.00	
	4	F	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/18-05/18	1	1	1	\$50.00	
	5	TU	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/22-05/22	1	1	1	\$50.00	
	6	TH	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/17-05/17	1	1	1	\$175.00	
	7	M	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/21-05/21	1	1	1	\$175.00	
	8	W	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/23-05/23	1	1	1	\$175.00	
	9	F	11P-1130P	SEINFELD<	:30	\$60.00	05/18-05/18	1	1	1	\$60.00	
	10	TU	11P-1130P	SEINFELD<	:30	\$60.00	05/22-05/22	1	1	1	\$60.00	

Rep Order# 6815510 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 05/15/2012 11:29 AM  
Last Received: 05/15/2012 11:17 AM  
Showing Buylines: All Lines

2 of 2

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 549  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/549  
Flight Dates 05/17/2012 - 05/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 10 / \$895.00

---SALES MONTHLY TOTALS---

May 12: 10 / \$895.00

Sales Totals: 10 / \$895.00

Station Totals: 10 / \$895.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$17,900	CATV	0%	WNGT	0%	WNWO	6%	WTOL	37%	WTVG	52%
		WUPW	5%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE